

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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P R 080906Z AUG 74

FM AMEMBASSY LONDON

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 2865

UNCLAS LONDON 10087

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: IN-STORE-PROMOTION FY'75 - SELFRIDGES

REF: LONDON 7650, JUNE 18, 1974; JOHNSON/SAVAGE TELCON
AUGUST 2, 1974

1. ON AUGUST 2, REX BATT, SELFRIDGE'S GROUP MERCHANDISE
MANAGER, ASKED EMBOFF'S TO SELFRIDGES FOR DE-BRIEFING
RE HIS MARKET RESEARCH TRIP TO U.S. HE APOLOGIZED FOR
DELAY IN APPROACHING US WHICH WAS DUE TO INTRODUCTION
U.K. MINI-BUDGET AND REDUCTION OF VAT FROM 10 TO 8
PERCENT.

2. IN TERMS OF INCREASING SELFRIDGES PURCHASE OF
U.S. GOODS, TRIP CALLED AN UNQUALIFIED SUCCESS. SEL-
FRIDGES DEFINITELY PLANS EXPAND PURCHASES U.S. GOODS IN
MANY AREAS, PARTICULARLY LINENS, TOWELS AND GENERAL
HOUSEWARES.

3. DUE TO INABILITY SOME U.S. FIRMS DELIVER SOON ENOUGH
SELFIDGES PLANS DELAY PROMOTION AT LEAST UNTIL APRIL/
MAY 1975.

4. BRUCE ALLAN, INTERNATIONAL PRODUCTS DEVELOPMENT COR-
PORATION, 230 FIFTH AVENUE, NEW YORK CITY, N.Y. 10001
(TEL: 212-532-6747) SO IMPRESSED MR. BATT THAT BATT
ASKED SELFRIDGES STAFF TO MAKE FINAL DECISION ON IN-
STORE-PROMOTION ONLY AFTER PERSONAL PRESENTATION BY
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ALLAN SOMETIME IN SEPTEMBER. BATT BELIEVES SELFRIDGES

WILL GO AHEAD WITH IN-STORE-PROMOTION. SUMMER VACATIONS BY SENIOR STAFF AND FACT SAMPLES ONLY BEGINNING TO ARRIVE NOW IN ANY CASE MAKE BEGINNING SEPTEMBER EARLIEST POSSIBLE TIME FOR FINAL, FORMAL DECISION.

5. ACCORDING TO BATT, ONLY REAL OBSTACLE DELIVERY TIMES. SELFRIDGES WANTS TO ORDER MINIMUM 250,000 DOLLARS AND MAKE PROMOTION GREAT SUCCESS IF FINALLY DECIDE TO GO INTO IT. APPARENTLY MR. ALLAN HAS PROMISED TO HAVE GUARANTEED DELIVERY TIMETABLES FOR WIDE RANGE PRODUCTS WHEN HE MEETS WITH SELFRIDGES IN SEPTEMBER.

6. WE REGRET SELFRIDGES WILL NOT FORMALLY SIGN ON NOW BUT HASTEN TO POINT OUT THAT EXCELLENT WORK DONE BY COMMERCE AND ITS FIELD OFFICES WILL IN ANY CASE GREATLY INCREASE U.S. EXPORTS OF CONSUMER GOODS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 AUG 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LONDON10087
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740216-1043
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740864/aaaacddk.tel
Line Count: 77
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: LONDON 7650, JUNE 18, 1974; JOHNSON/, SAVAGE TELCON
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags: ANOMALY
Review Date: 05 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 JUN 2002 by reddocgw>; APPROVED <22 JAN 2003 by smithrj>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE-PROMOTION FY'75 - SELFRIDGES
TAGS: BEXP, UK
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005